1/16/91

SUMMARY
BY AREA.

				BEFORE OVERHEAD	AFTER OV/HD
WER REV	SALES 616 OTHER LIST UNCL F/R BI			616	*
EXP				<451,5>	*
NET		LIST (NET)	18,2	164,5	+
		B.I. GROSS	11,6	50,5 215,0	
BK SLS NET		F/R. ✓	12,0	10,8	
ECOLOG NET		UNCL. ✓	8,7	13,0	
CHRON COL NET				3,5	
MISC INC				7,2	
INT INC				5,7	
NET BEFORE G&A (& WEI)				255,2	
G&A				<210,8>	**
NET BEFORE WEI				44,4	
WEI				37	***
NET FOR POINT.				81,4	

detail on WER Sls + Exp.		+DI=100	+DI=46	
Sub income	490 − Δ DI 46	390	444	
National newsstd		78	78	
Local "		94	94	
Total Sls	562			616
Newsstd expenses + cc disc.			19,7	
Payroll			193	
Printing (+ Prepress)			112,8	
Circ promo / renewal			42,2	
Fulfilmt			38,	
Writers / Misc			36,6	
Production exp			9,2	
Total exp	<451,5>			<451,5>
"Net"	110.5			164.5

** Detail on G&A.

G&A 3 PEOPLE+

PAYROLL (~~OFC MGR~~/STAFF MTGS)	35,4	83,9
PUBL + ADMIN	28,1	
DIRECTOR	20,4	
PAYROLL-REL COSTS	48	48
RENT	40,9	40,9
EQUIP & SUPPLIES	11,5	11,5
UTILS	17,5	17,5
BANK, MISC EXP.	9	9
		210,8

** Detail on WEI

For all of Pt.

Total revenues

Total expenses

Net

Δ in curr liab

Net

Δ in Fund Balance

?? (Δ in WEI)

WER

LIST	27,000	3,500
UNCLASS	8700	
P/R	12,000	
BI	11,582	

WEI (bal fwd?)

D.I. '88 '89 '90.

P/L 88, 89, 90.

MISC 7200
INT 5700

ECOLOG — 41625 / 25 000 } IN OUT { 53,600

		FFLMT	PURCH.
BOOK SLS.	30,000	4000	15163

CHRON COLUMN IN. 27,500 23,941

O/H – G+A

IF ALLOC O/H, IF NOT / AT GROSS LEVEL.

WER

SUB.	490	–(INCR IN D.I.)	= 444	490 – ΔDI
NEWSSTD NATIONAL			78	78
LOCAL			94	94
WER rev.			616	19,7 <

9976
6960
CC DISC: 2886

PAY			193,
PRINTING PRE PRESS			95 17,8
SUB PY (3 items)	38,		38,
CIRC /	116	CIRC PROMO / RENEWALS	42,2
REN+BLG /	213		
INSERT /	9,3		
WRIT/CONT/MISC			36,6
PROD EXP			9,2
			451,5

12-20-90

1990 FINANCIALS

FLASH PROJECTION.

Revenues - ALL	995,000
Total cost of sales	555,000
WEI - expenses	110,420
Gross Mgn	328,713
Overhead 321,880 - 110,420	211,460
	117,253
Grants Expense	7,500
Income	109,753
TENSPEED ADVANCE (%oIN90)	4,833
WEI net	<15,443>
MAG / POINT NET :	89,477

89477

~~Excludes~~ wash Hackers.
Deduct WEI
15,443
for 1990.

Δ in sub liability

* begin year	536,061
end year : 12/8 (as of ?)	543,000
(bal of Dec) + ~	34 506
est.	577,506
INCREASE :	41,445

576^5
-34
543.

discrepancy (12/8 as of ? could be source)

end ~582,000
beg. -536,061
~46,000
41,445
Δ ≅ 4,555

		1/14/91. OR
POINT net (excl WEI)	89,477	89 477
Δ in sub liab. "ADVANCES"	- 37,000	-107,500
GAIN	52,477	<18,000>
<OTHER>	<2,000>	
INCOME	50,477	

89,477
46,000
43,477
<2 477>
41,000

5 x 200	1000
2 x 150	300
7 x 100	700
3 x 50	150
	2150
	200
	2350

* if this actually was lower at 12/31/89, GAIN is reduced by that much.

ATTEMPT TO u/s how we made money - was it really all in 2^d half?
COMPARE MONTHLY SUB REV'S TO MONTHLY INCOME EARNED
WHERE DID WE INCR/DECR SUB LIAB.

EVALUATION OF MONTHLY / HALF YEARLY RESULTS

1/7/91

	JAN	FEB	MAR	APR	MAY	JUNE	MY + JN TOGETHER ACTUAL	BU GE 000
	51 188	82,843	57,129	34,196	57,520	44,679	102,199	89
	19 778	7,519	21,289	4,703	7,904	9,495	17399	15.
	70 966	90,362	78,958	38,899	65,423	54,174	119598	104
	<34 184>	<79,123>	<51,860>	<29,049>	<28,734>	<64,730>	<93464>	<103
	36,782	11,240	27,098	9,850	36,689	<10,556>	26,134	1
	<18,368>	<17,335>	<19,739>	<19,141>	<17,749>	<25 517>	<43,266>	<41
POINT NET	18,414	<6,096>	7,359	<9291>	18,940	<36,073>	<17,132> YTD PT: <6,747>	<40
WEI SUBT. INC.	<13070>	<4,036>	<18,305>	<375>	<2,670>	<2600>		
ADD EXP	+2476	2150	2348	2349	2,276	5378	YTD	
OPERATIONS NET	7,820	<7982>	<8598>	<7317>	18,546 -24,031 <5485>	<33 295> +24 031 <9,264>	<30,826>	
Δ IN SUB LIAB. FOR MONTH. SUBT. IF INCR ADD IF DECR.	+20,000	+51,000	+20,000	+14,000	-27,000	?	+53,000	
							+22,174 INCOME FOR 1ST HALF YEAR.	

~~POST - HOSTIES~~

~~Call from~~ Attendg.

CIRC PK / KG.
KT / KAJ
MAG - HR, RN, KO, JE
ED

SR SS PD
CG DR LW
JM JD ~~FF~~
DB HR JB
RK

ISSUES : PLANNING (+ STICKG TO IT)
MAKING DECN'S - WHO ARE WE.
MAKING PK'S JOB CLEARER.

10 1 INTRO. KT COORD / FACILITATE / JOB IS TO MOVE ORG FWD. IMPORTANT PROCESS.
20 2 THE PROPOSAL PK
30 3 QUESTIONS RE PROPOSAL - ALL
10 4. DEFINE POSSIBLE DECISIONS, KT
10 5. Desired outcome - NEXT STEPS OK to go ahead + plan 1991 CIRC BUDGET + STRATEGY. WILL KEEP POSTED. DAY TO HAVE FOR REVIEW. HOW TO KEEP REST OF STAFF POSTED.
10 LAST - USEFUL PROCESS?
- WHO ARE WE
- GETTING MORE EFFECTIVE?
- FUN? PLURK? WORK?

ARTICLE FOR READERS ABT THIS PROCESS

Defer questions won't decide today - ads
- mail list
-

ARTICLE IDEA.

	JUL	AUG	SEP	OCT	NOV	DEC	2ND 6 MONTHS
INC. SUB.							
OTHER INC.							
TOTAL REV							
C.O.S.							
GROSS MGN							
G&A							
POINT P&L	30,475	21,511	17,625	13,998	16,405 est.	16,500 proj.	116,514 OK
WEI							
SUGT. INC.	<15,810>	<32,825>	<48,876>	<7,215>	< 250>	0	
ADD EXP.	6,066	6,879	16,784	61,725	1788	0	
OPERATIONS NET	20,731	<44357>	<14,467>	68,508	17,943	16,500 +4,231 actual sub rev. over projected.	104,780
Δ IN SUB LIAB.							
− IF INCR							−99,000
+ IF DECR							5,780

DEC 1990 RECEIPTS (DEPOSITS)

	DAY AMT	M-T-D
3	8486 625	
4	—	
5	1304	
6	4289	
7	3021.50	17,725.50
10	5602	
11	685	
12	1363	25375.50
13	1765	
14	1947	29,087.50
17	4019 98	33,204.50
18	1378	
19	1475.	36057.50
20	1434	37491.50
21	1592	39083.50.
~~24~~	X	"
~~25~~	X	"
26	5803	44886.50
27	1676	46562.50
28	1815	48377.50
31	3854	52,231.50

+ credit card

INCR IN SUB LIAB OVER 12/8 AMT OF 543

= 34,506.

~PK: 61,359.